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Nota di contenuto	Part I: Introductory chapters -- Chapter 1 Introduction to the Garment Economy -- Chapter 2 The History of Bedouin Clothing Made for Traditional Nomadic Lifestyle -- Chapter 3 The Garments Economy: An African Perspective -- Chapter 4 Indian Clothing: Its Evolution and Development -- Chapter 5 Jewish Entrepreneurial Patterns in Greece's Clothing Industry, 1923–1940 -- Part II: The Garment Business Today -- Chapter 6 Greenwashing in the Fashion Industry: Definitions, Consequences, and the Role of Digital Technologies in Enabling Consumers to Spot Greenwashing -- Chapter 7 Modest Fashion and Sustainability: Research Trends by Bibliometric and Content Analysis -- Chapter 8 The Evolution of the Applications of Influencers for Fashion Brands on Social Media -- Chapter 9 Re-use of Pre-loved Garments – Pain or Gain? -- Chapter 10 Sharing is Caring - the History of "Sharing" Re-interpreted -- Chapter 11 How to Promote and Communicate an

Effective Green and Sustainable Communication: A Neuromarketing Study -- Chapter 12 The Influence of Sensory Marketing on Consumers with Different Characteristics Regarding Physical Store Shopping -- Part III: Business Models -- Chapter 13 Blue Ocean Strategy in the Fashion Textiles Business -- Chapter 14 Mass Customisation Business Model by Incorporating Web 3.0 Interactive Marketing Fashion E-Commerce Tools: A Study of the Unstitched Market -- Chapter 15 Managing the Digital Customer Experience (e-CRM) for the fashion Industry -- Chapter 16 Readymade Garment (RMG)Industry in Bangladesh with Computer Information Systems (CIS): Applications, Challenges and Suggestions -- Part IV: Toward the Future -- Chapter 17 Enhancing female clothing shopping experience by the use of the 3D Body scanning technology -- Chapter 18 Simulating the Synergistic Experiences of Customers in Showroom and Web-Rooming Retail Channels -- Chapter 19 Understanding the Application of AI-enabled chatbot in the Fashion Industry -- Chapter 20 The Opportunities & Challenges of the Metaverse for Fashion Brands -- Chapter 21 Understanding Social Media and Future Experience -- Chapter 22 The Impact of Virtual Atmospheres on Shopper Consumer Behaviour -- Chapter 23 Exploring the influence of experiential characteristics in fashion pop-ups on retail experience of UK millennial consumers -- Chapter 24 Exploring Perceptions of Climate-Aware Generation-Z towards Fast-Fashion's Greenwashing for the Climate Crisis -- Pedagogical Exercises -- Case 1 The Role of Islamic Culture on Social Media Marketing: Case Study in Saudi Arabia -- Case 2 Paul Smith -- Case 3 Vegan Fashion: One Cause, Many Questions -- Case 4 Cotton Textiles Industry in Ancient India: Tools, Techniques, and Organisation.

Sommario/riassunto

This book introduces the reader to the business of clothes, with flashbacks into the past, business models of today, and ideas for a sustainable future. Historical perspectives discuss the cotton industry in India, Bangladesh, Greece, and Central Asia, which help trace the evolution of the clothing industry during the 20th century. Chapters also discuss fashion marketing, greenwashing, blockchain in the fashion supply chain, social media, sustainability issues, and sensory models. Several business models are explained; topics covered include blue ocean strategy, the unstitched market, the luxury sector, access-based consumption, and ethics. Among other topics explored are the future retail experience, consumer value creation, technology, and the impact of virtual atmospheres. The book also includes helpful case studies in understanding the country and culture-specific nuances of the clothing business.
